

COUNTY EXECUTIVE'S 2006 BUDGET

DEPT: MILWAUKEE COUNTY HISTORICAL SOCIETY

UNIT NO. 1908
FUND: General - 0001

OPERATING AUTHORITY & PURPOSE

Pursuant to Section 59.56(5) of the Wisconsin Statutes, the County Board may appropriate money to any historical society located in the County and incorporated under Section 44.03 for the purpose of collecting and preserving the records and salient historical features of the County. This unit maintains the historical exhibits of the Milwaukee County Historical Society and assists with other phases of the program. Funds provided to subsidize the

operation of the Society are used to employ a director and associate staff. The Society acts as custodian for non-current County records. The County appropriates funds for use by the Society pursuant to an agreement approved by the County Board of Supervisors on December 14, 1965 and renewed on May 16, 1988.

BUDGET SUMMARY			
	2004 <u>Actual</u>	2005 <u>Budget</u>	2006 <u>Budget</u>
Property Tax Levy Contribution to Milwaukee County Historical Society	\$ 242,550	\$ 242,550	\$ 242,550

OVERVIEW OF OPERATION

The Historical Society's total operating budget for 2006 amounts to \$710,842 with \$468,292 coming from non-County funds. Sources include gifts, grants, membership fees (individual and corporate), bequests, investments, sales and receipts from public programs.

Following are examples of some of the Historical Society's program activities.

1. Outcomes: The Historical Society experienced substantial increases in several areas of operation. Most notably, visits to the Historical Society's website increased by 23%, rising from 67,795 in 2003 to 83,438 in 2004. Overall participation in all public programming offered by the Historical Society also increased from 31,425 in 2003 to 36,115 in 2004 – a rise of 15%. This included an impressive increase of 440% in tour group and general visitation to the Society's historic sites because of the addition of Trimborn Farm. Small declines in attendance at special events were offset by 500 new guests visiting the Society during Wednesday evening River Rhythm concerts throughout the summer. Inquiries to the Research Library rebounded slightly in 2004, increasing from 4,510 to 4,608. This increase in library inquiries was further

supplemented by the increase in use of the Historical Society's website described above.

2. Diversity: The Historical Society was especially successful in bringing exhibitions and programs highlighting cultural diversity to Milwaukee County during 2004. In February, the Society collaborated with the Chudnow Museum of Yesteryear to recreate *The Grafman Grocery Store*, modeled upon a Jewish neighborhood food store which once stood at 605 West Vliet Street. In March, the Society opened the nationally touring version of the exhibition *Una Storia Segreta: When Italian-Americans were Enemy Aliens* sponsored by WislItalia, Monferrini in America, and the Sons of Italy. In September, the Historical society hosted the exhibition *Americanos: Latino Life in the United States*. Organized and sponsored by Smithsonian Institution Traveling Exhibition Services, the exhibition featured 130 images highlighting the broad range of Latino culture in the United States.
3. Collections: The Historical Society acquired several significant new collections during 2004. These included: a copy of the Burial Book from the Milwaukee County Poor Farm on the grounds of the County Institutions;

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approximately 35 letters written by Solomon Juneau from a private collector; and a rare Regina table-top music box. The primary focus of the collections staff during 2004 was the re-shelving of artifacts and documents in storage and the conversion of collection records to the Past Perfect software system.

4. Publications. During 2004, the Historical Society changed its focus from the publication of books on Milwaukee history to the publication of the quarterly magazine, *Milwaukee History*. With the continued support of the Marquette University History Department and the Marquette University Press, it is hoped that maintaining a similar publication schedule will enable the Society to stay up to date.
5. Changing Exhibitions: During 2004, several changing exhibitions were presented at the Historical Center (besides those already mentioned above) in conjunction with the Society's cultural diversity initiative. Principal among these was a display of historic photographs from the collection of John Angelos and Marilyn Johnson, acquired by the Society during 2003 with grant funds from the Bradley Foundation.
6. Public Programming: The Society and its Friends organization continue to sponsor public programs on a variety of topics. During 2004, the Society hosted its 50th Anniversary Recognition Banquet at the Wisconsin Club, drawing over 300 people and presenting awards to a record 19 individuals and organizations.

The Friends of the Milwaukee County Historical Society continued their expanded programming schedule during 2004, presenting a special event almost every month. Among these were tours of St. Josaphat's Basilica, Tripoli Shrine Temple, the Port Washington Lighthouse, and the Wisconsin Conservatory of Music, as well as the Fourth Annual Historic House Tour. For the third consecutive year, the Friends made a donation of \$10,000 to the Society based upon the proceeds of their programs.

7. County Landmarks: Since 1976, the Historical Society has operated, under County ordinance, a landmark recognition program for areas of

Milwaukee County outside the City of Milwaukee. Nearly 90 sites have been designated as landmarks throughout the history of the program. During 2004, the Landmark Committee added three properties to its list of County Landmarks including the Villa Terrace Art Museum and Renaissance Garden, the Charles Allis Art Museum, and the Franke Farmhouse in Greenfield.

8. Museum Houses: In addition to all three of the period homes operated by the Historical Society being open to the public throughout 2004, the Society assumed responsibility for the management of Trimborn Farm in Greendale from the Park People on January 1, 2004. A community Development Block Grant from Milwaukee County, as well as additional support from the Reiman Foundation and the Wisconsin Arts Board, enabled the Society to expand the range of programs offered at Trimborn Farm and to increase the number of school children, adults, and seniors taking part in guided tours. Especially successful were the 22nd Annual Harvest of Arts and Crafts, which drew nearly 7,000 visitors, and the 1st Annual Civil War encampment which attracted roughly 125 re-enactors and an audience of 750 guests.

MISSION

The Milwaukee County Historical Society was founded in 1935 to collect, preserve and make available materials relating to the history of Milwaukee County. Through a broad program, the Society seeks to promote a greater appreciation of the community's rich heritage and a better understanding of present-day challenges and advantages. The Society's library and museum collections, exhibitions and activities serve a variety of constituencies including scholars, students, genealogists, local businesses and organizations and Milwaukee County residents and visitors.

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BUDGET HIGHLIGHTS

- Contribution to the Historical Society remains at the 2005 level of \$242,550.
- The Milwaukee County Department of Administrative Services will continue its 2005 initiative to facilitate collaboration between the Historical Society and other County cultural

entities. In 2005, efficiencies were realized with some organizations negotiating shared professional service contracts and others offering joint programs and cross-promotion.

The County Historical Society spends the County's contribution as follows:

	2004 Actual	2005 Budget	2006 Budget
<u>Expenditures</u>			
Personal Services	\$ 179,260	\$ 183,250	\$ 183,250
Space and Utilities	60,755	56,765	56,765
Office and Administrative Supplies	2,535	2,535	2,535
Total Expenditures	\$ 242,550	\$ 242,550	\$ 242,550

ACTIVITY AND STATISTICAL SUMMARY

	2003 Actual	2004 Actual	2005 Budget	2006 Budget
Meetings/Public Programs	10	15	15	15
Organizational Members	1,157	1,425	1,500	1,600
Research Requests:	4,510	4,608	5,500	5,000
Library - In Person	1,452	1,434	2,000	1,500
Telephone	1,743	1,747	2,000	1,750
Mail/E-mail	1,316	1,427	1,750	1,750
Public Attendance	31,425	36,115	40,000	40,000
Guided Tours:				
Historical Center	96	99	120	120
Period Homes	22	72	60	90
Accessions:				
Library	93	114	125	130
Museum	33	34	50	50
Pages of Publication	224	181	150	150
Staff Program Presentations	34	42	40	45
Slide Shows/Media Appearances	14	20	15	15
Website Visits	67,795	83,438	100,000	125,000